



US009481098B2

(12) **United States Patent**
Ortins et al.

(10) **Patent No.:** **US 9,481,098 B2**

(45) **Date of Patent:** ***Nov. 1, 2016**

(54) **SHAVING RAZOR DEMONSTRATION
APPARATUS AND METHOD**

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(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 0 days.

This patent is subject to a terminal dis-
claimer.

(21) Appl. No.: **14/958,964**

(22) Filed: **Dec. 4, 2015**

(65) **Prior Publication Data**

US 2016/0082611 A1 Mar. 24, 2016

Related U.S. Application Data

(62) Division of application No. 14/243,136, filed on Apr.
2, 2014, now Pat. No. 9,233,477.

(60) Provisional application No. 61/830,299, filed on Jun.
3, 2013.

(51) **Int. Cl.**

B26B 21/40 (2006.01)

B26B 21/52 (2006.01)

B26B 21/14 (2006.01)

(52) **U.S. Cl.**

CPC **B26B 21/4093** (2013.01); **B26B 21/14**
(2013.01); **B26B 21/521** (2013.01); **Y10T**
29/49718 (2015.01)

(58) **Field of Classification Search**

CPC B26B 21/4093

USPC 434/365, 367

See application file for complete search history.

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Primary Examiner — Robert J Utama

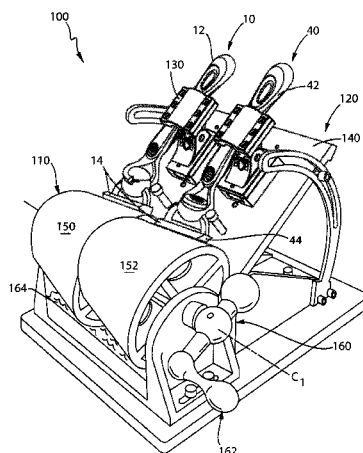
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(57) **ABSTRACT**

A shaving demonstration apparatus having a rotatable sup-
port surface. A drive unit is operatively connected to the
rotatable support surface. A fixture is spaced apart from the
rotatable support surface. A first shaving razor has a first
handle mounted to the fixture. A first blade cartridge unit is
mounted to an end of the first handle. The first blade
cartridge unit contacts the rotatable support surface.

12 Claims, 11 Drawing Sheets



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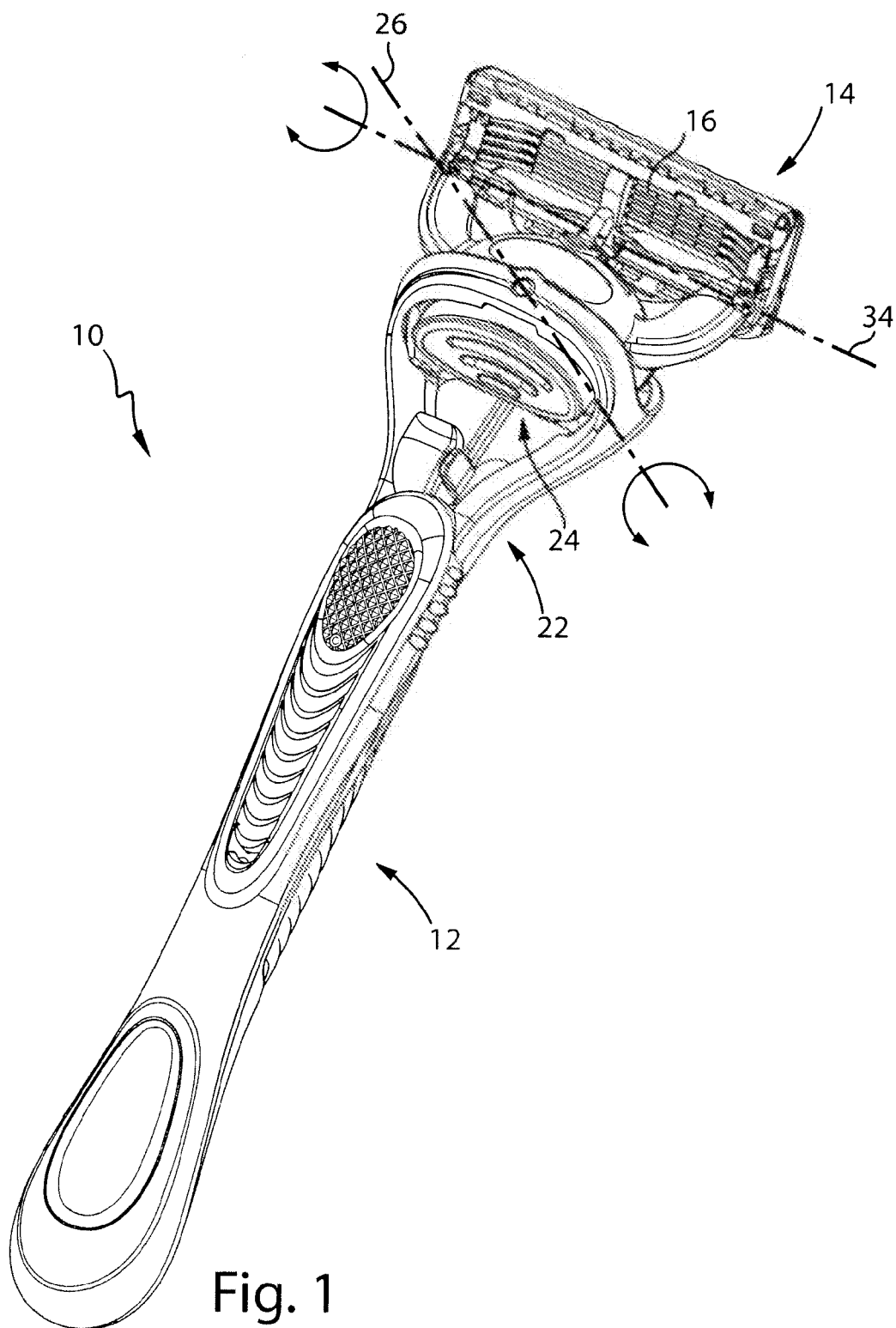
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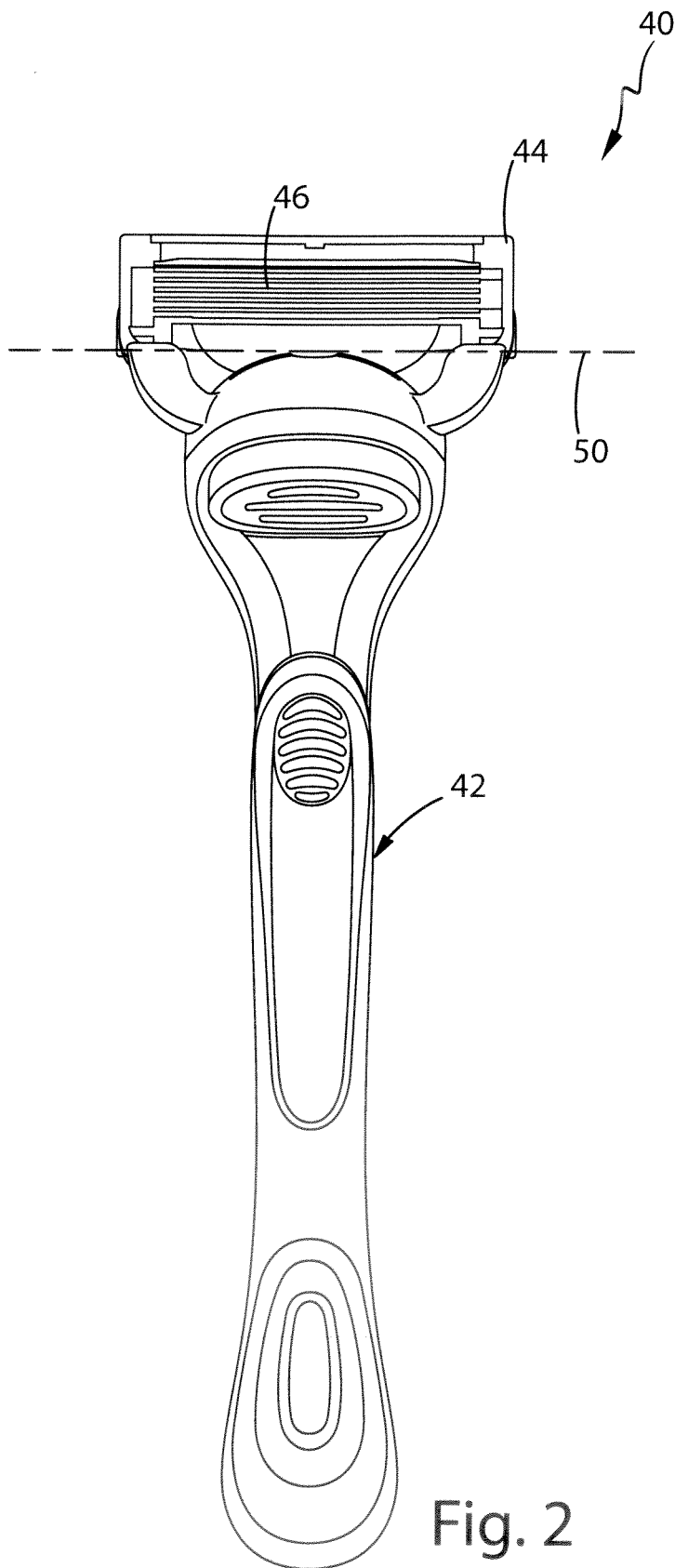
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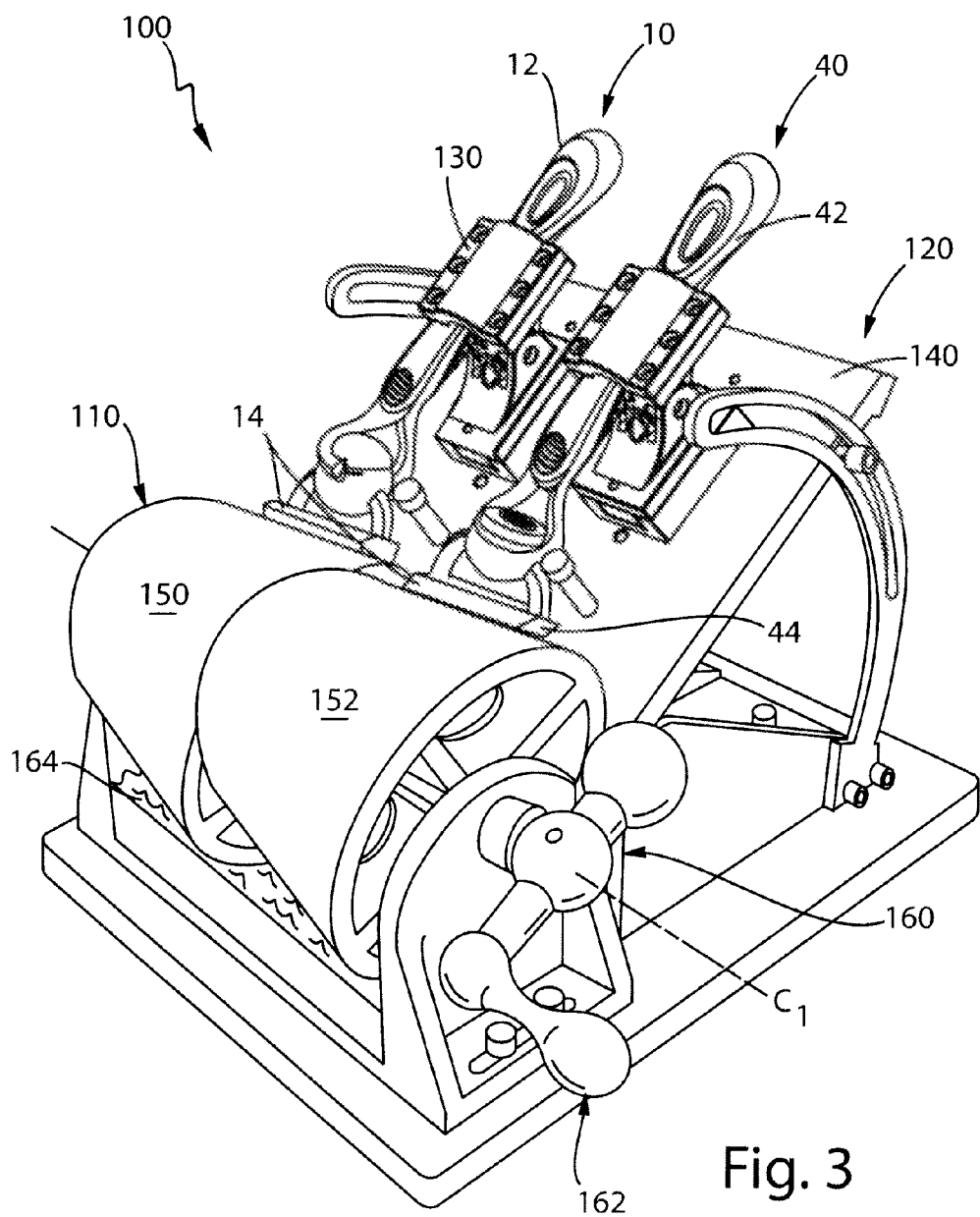
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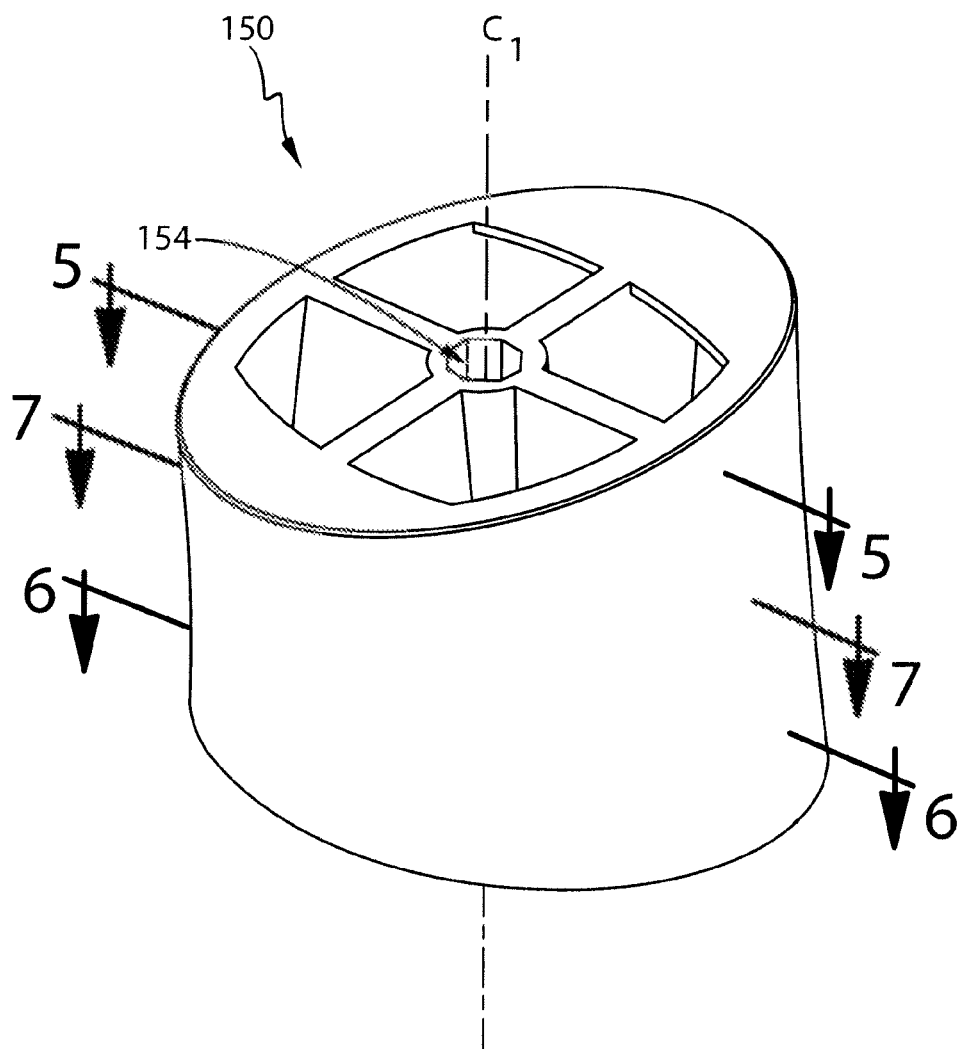


Fig. 4

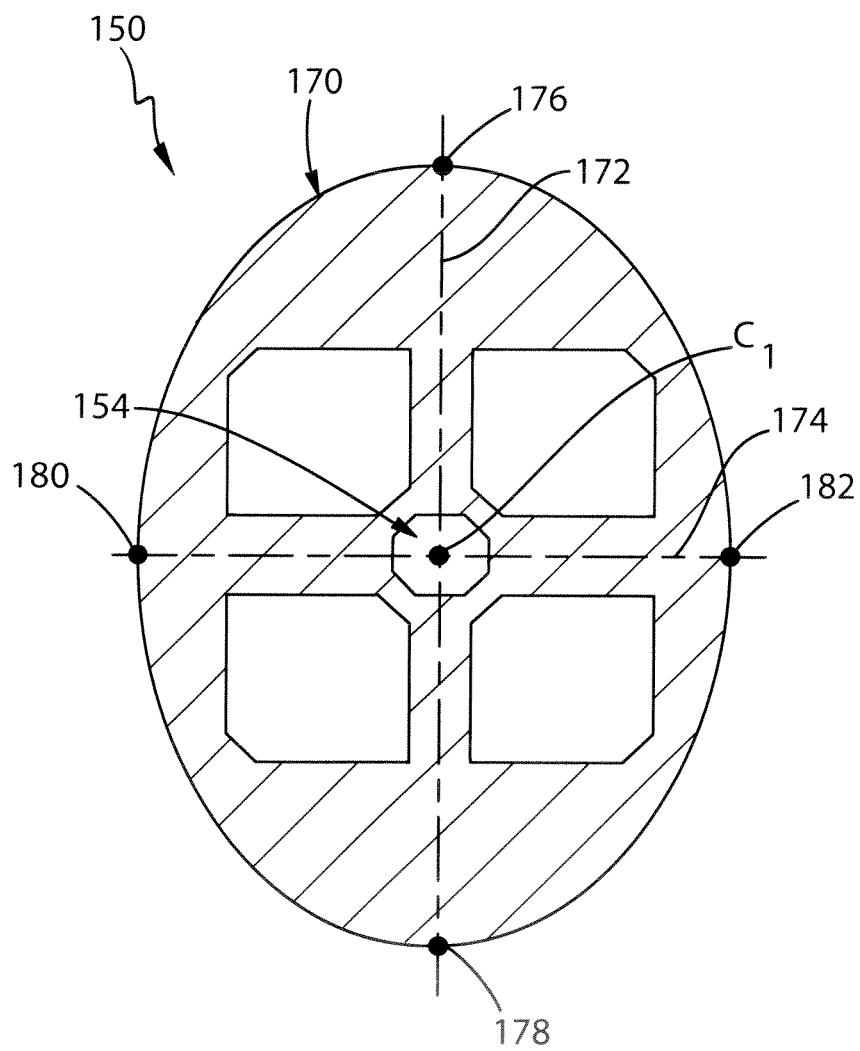


Fig. 5

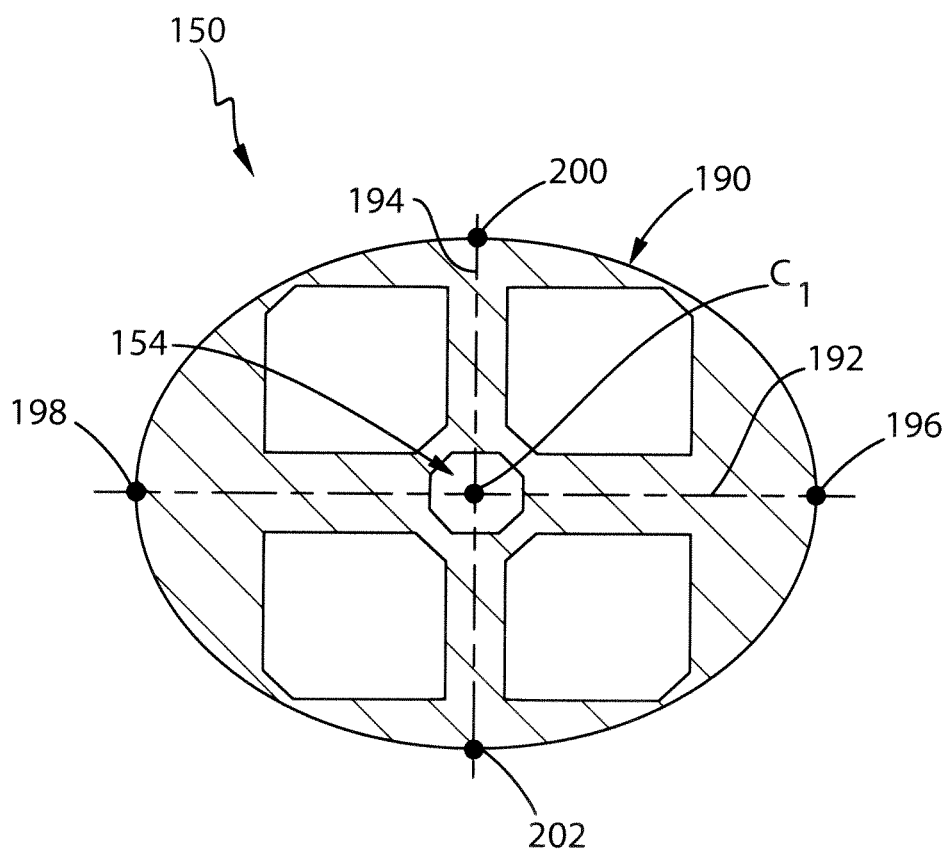


Fig. 6

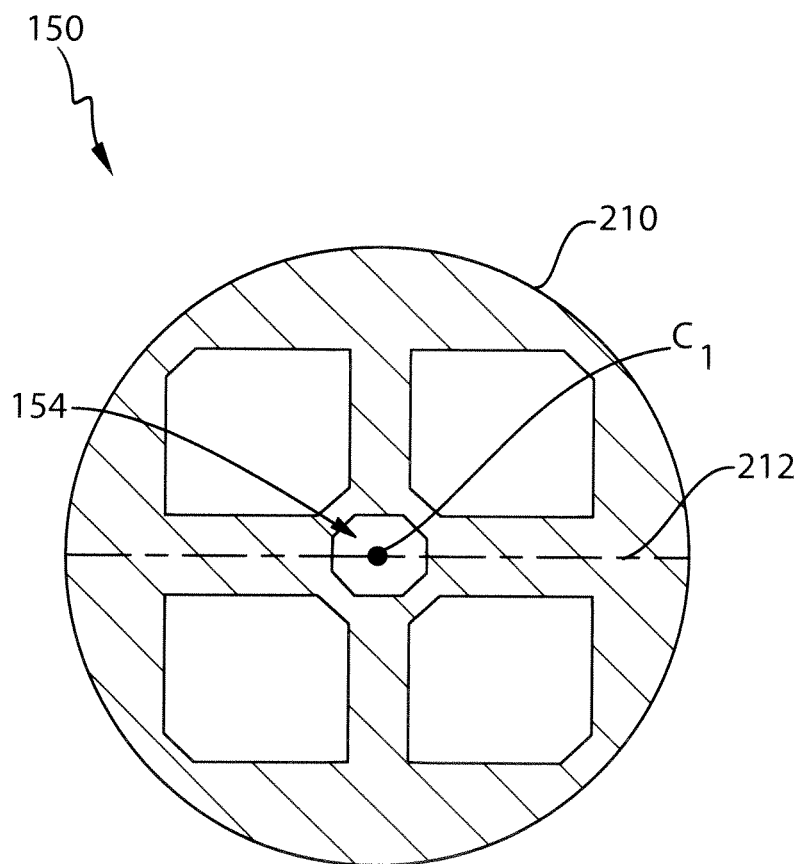


Fig. 7

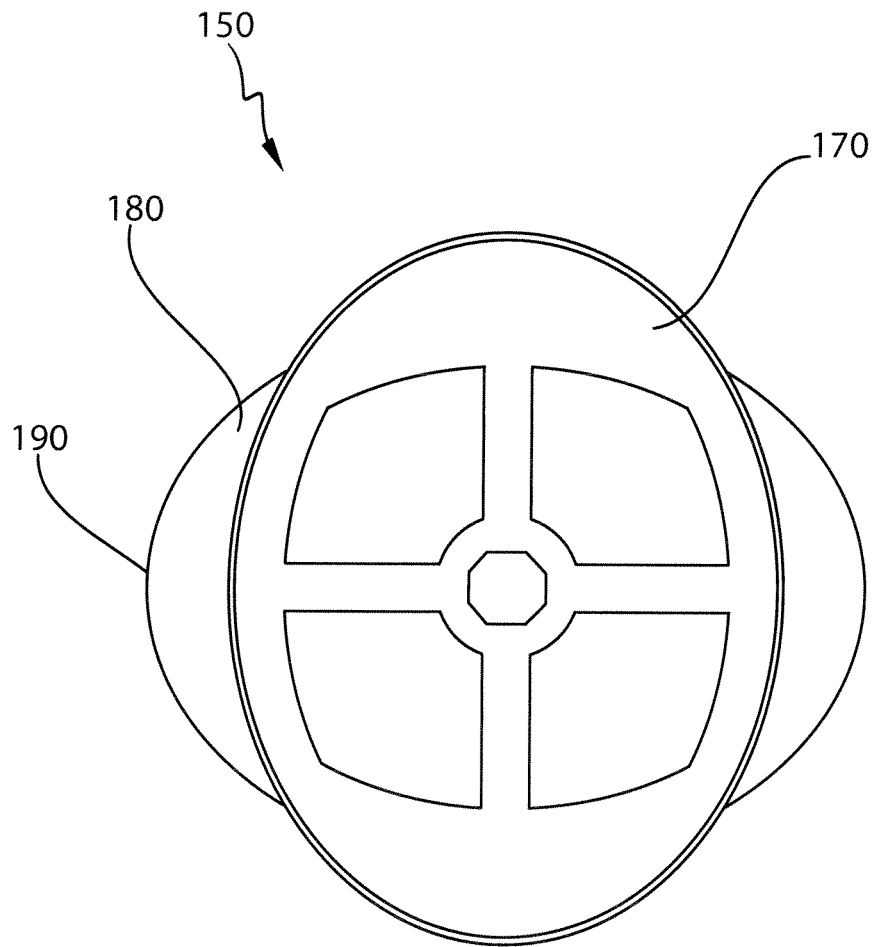


Fig. 8

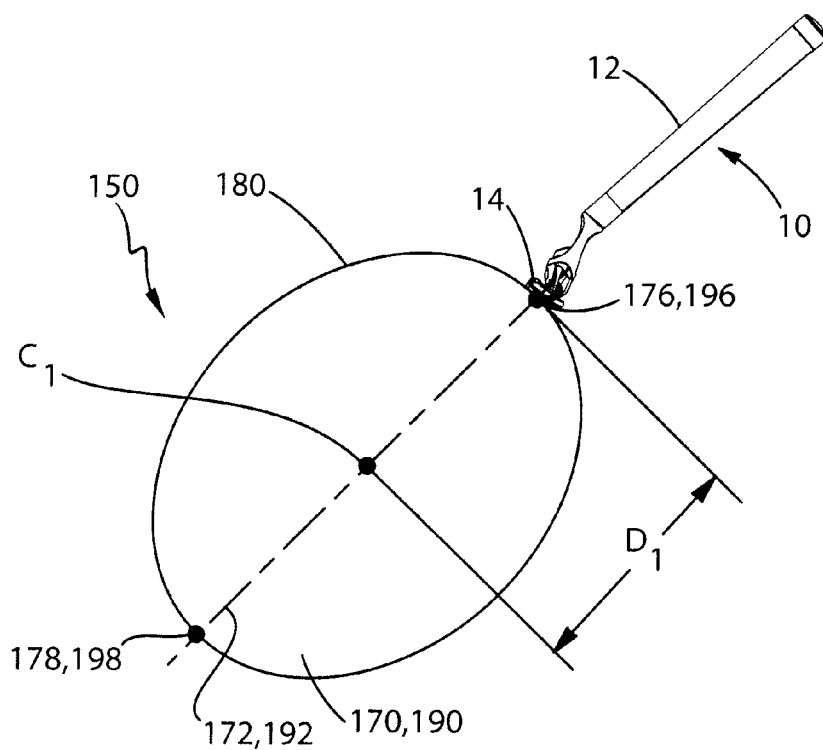


Fig. 9A

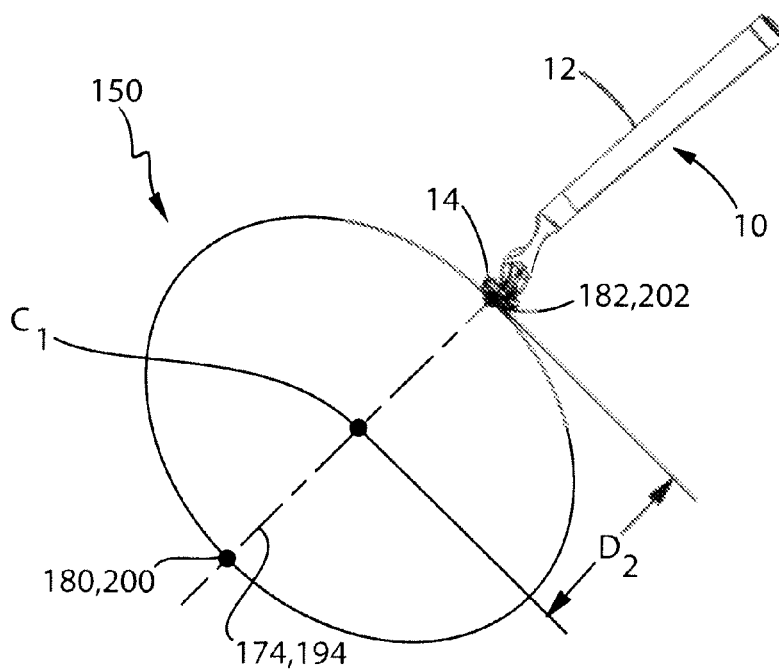


Fig. 9B

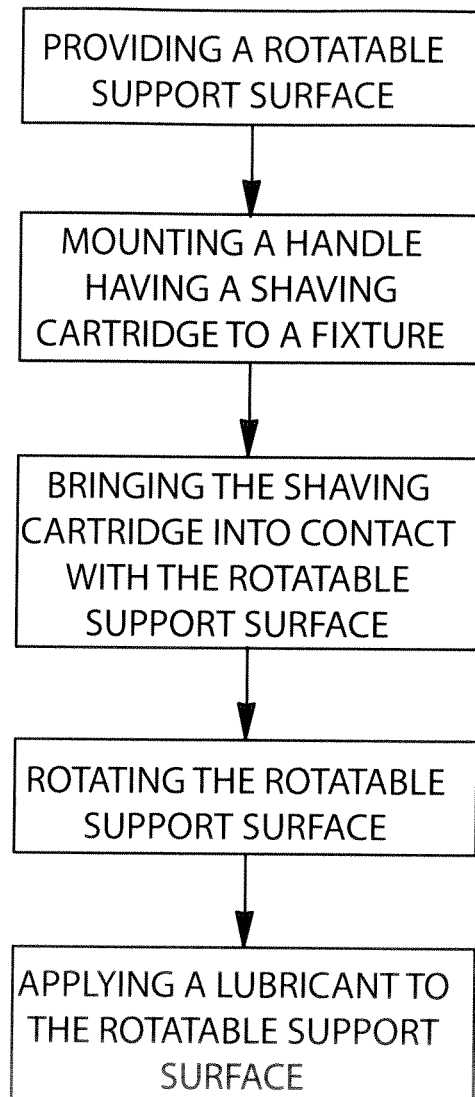
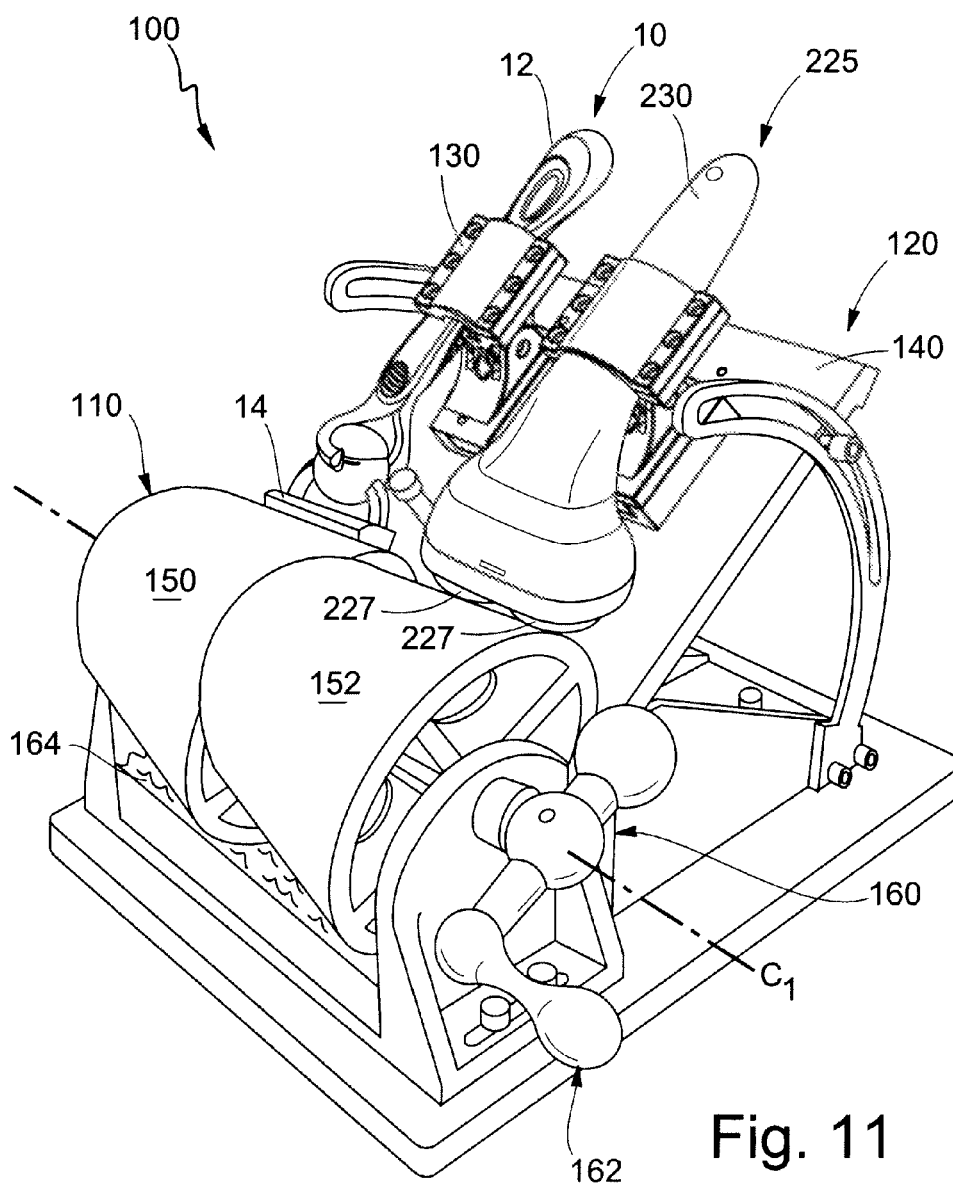


Fig. 10



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SHAVING RAZOR DEMONSTRATION APPARATUS AND METHOD

FIELD OF THE INVENTION

The present invention relates to demonstration apparatuses and methods for demoing having razors in general, and more particularly, to apparatuses and methods for demonstrating surface contacting performance and/or performance differences of shaving razors.

BACKGROUND OF THE INVENTION

Consumers of disposable and system shaving razors (i.e., razor handles having a replaceable razor cartridge) continue to demand improved product performance. As a result, razor manufacturers continually try to improve upon various shaving razor performance attributes that are desired by consumers. However, even when a better shaving razor is designed and manufactured, razor manufacturing companies, advertisers and retailers face difficulty in communicating to the consumers, especially in a meaningful, clear and visual manner, that a particular shaving razor product demonstrates improved or more effective performance, for example closeness, fewer missed hairs or comfort, compared to other shaving razor products.

Accordingly, there is a need for an apparatus and/or a method for demonstrating to consumers particular advantages of using certain shaving razors. There is also a need for a method to demonstrate performance differences between shaving razors such as fixed, single pivot and/or multiple pivot razors, and to clearly communicate these differences to consumers.

SUMMARY OF THE INVENTION

In one aspect, the invention features, in general, a simple, efficient shaving demonstration apparatus for communicating to a consumer particular advantages of using a certain shaving razor. The shaving demonstration apparatus has a rotatable support surface and a drive unit operatively connected to the rotatable support surface. A fixture is spaced apart from the rotatable support surface. A first shaving razor having a first handle is mounted to the fixture. A first blade cartridge unit is mounted to an end of the first handle. The first blade cartridge unit contacts the rotatable support surface.

If, desired, particular embodiments may optionally include the rotatable support surface comprising a drum. Particular embodiments may also optionally include the drum having a first cross section of a first ellipse. Particular embodiments may also optionally include the drum having a second cross section of a second ellipse that is offset from the first ellipse.

In one aspect, the invention features, in general, a simple, efficient shaving demonstration method for communicating to a consumer particular advantages of using a certain shaving razor. The shaving demonstration method has a step of providing a rotatable support surface. A handle having a blade cartridge unit is mounted to a fixture. The blade cartridge unit is brought into contact with the rotatable support surface. The rotatable support surface is rotated causing the blade cartridge unit to rotate about at least one axis relative to the handle.

If, desired, particular embodiments may optionally include applying a lubricant to the rotatable support surface. Particular embodiments may also optionally include provid-

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ing the fixture with a platform having a linear slide and rotating the rotatable support surface causes the handle and the linear slide to move relative to the platform.

The details of one or more embodiments of the invention are set forth in the accompanying drawings and the description below. It is understood that certain embodiments may combine elements or components of the invention, which are disclosed in general, but not expressly exemplified or claimed in combination, unless otherwise stated herein. Other features and advantages of the invention will be apparent from the description and drawings, and from the claims.

DETAILED DESCRIPTION OF THE DRAWINGS

FIG. 1 is a perspective view of a shaving razor with a blade cartridge unit that rotates about more than one axis of rotation.

FIG. 2 is a perspective view of a shaving razor with a blade cartridge unit that rotates about one axis of rotation.

FIG. 3 is a perspective view of one possible embodiment of a shaving demonstration apparatus with the shaving razors of FIGS. 1 and 2.

FIG. 4 is a perspective view of a drum, which may be incorporated into the shaving demonstration apparatus of FIG. 3.

FIG. 5 is a cross section view of the drum, taken generally along the line 5-5 of FIG. 4.

FIG. 6 is a cross section view of the drum, taken generally along the line 6-6 of FIG. 4.

FIG. 7 is a cross section view of the drum, taken generally along the line 7-7 of FIG. 4.

FIG. 8 is an end view of the drum of FIG. 4.

FIGS. 9A and 9B are schematic representations of a first and second position of the shaving demonstration apparatus of FIG. 3.

FIG. 10 is a schematic representation of an example of a method for demonstrating shaving razor performance to a consumer.

FIG. 11 is a perspective view of the shaving demonstration apparatus of FIG. 3 with a wet shaving razor and a dry shaving razor.

DETAILED DESCRIPTION OF THE INVENTION

Referring to FIG. 1, a perspective view of a first shaving razor 10 is shown. The first shaving razor 10 may include a handle 12 having a blade cartridge unit 14 with one or more blades 16 for shaving hair. The blade cartridge unit 14 may be mounted to an end of the handle 12. In certain embodiments, the blade cartridge unit 14 may be detached from the handle 12 and replaced. The handle 12 may include a frame 22 and a blade cartridge connecting assembly 24 operably coupled thereto such that the blade cartridge connecting assembly 24 is configured to rotate about a first axis of rotation 26 that is substantially perpendicular to the blades 16 and substantially perpendicular to the handle 12. The blade cartridge unit 14 may also be configured to rotate about a second axis of rotation 34 that is substantially parallel to the blades 16 and substantially perpendicular to the handle 12. Nonlimiting examples of a suitable blade cartridge unit are described in U.S. Pat. No. 7,168,173. When the a blade cartridge unit 14 is attached to the handle 12 via the blade cartridge connecting assembly 24, the blade

cartridge unit **14** is configured to rotate about multiple axes of rotation, for example, the first axis of rotation **26** and the second axis of rotation **34**.

The second shaving razor **40** shown in FIG. 2 may be similar to the first shaving razor **10**. For example, the second shaving razor **40** may include a handle **42** having a blade cartridge unit **44** with one or more blades **46** for shaving hair. The blade cartridge unit **44** may be mounted to an end of the handle **42**. In certain embodiments, the blade cartridge unit **44** may be detached from the handle **42** and replaced. The blade cartridge unit **44** may be configured to rotate about a single axis of rotation **50** that is substantially parallel to the blades **46** and substantially perpendicular to the handle **42**.

During a shaving stroke it is important for the shaving cartridge unit (e.g., the blades) of the shaving razor to maintain good contact with the surface of the skin. The various contours of an individual's face or body can make it difficult for the shaving cartridge unit to maintain proper contact, which may result in an increase in missed hairs and decreased closeness (e.g., hairs are cut further away from the surface of the skin, resulting in stubble). Therefore, it may be desirable to provide shaving razors that are able to better follow the contours of the face and body and maintain more consistent contact with the surface of the skin during a shaving stroke. Shaving manufacturers have developed single pivot and multi pivot razors, such as the shaving razors **10** and **40** of FIGS. 1 and 2, to better address this problem. The ability of a shaving cartridge to pivot about more than one axis may have improved shaving performance compared to fixed shaving cartridge units (i.e., do not pivot/rotate relative to the handle of the shaving razor) or other shaving cartridges units that pivot only about one axis. In addition, shaving razors having similar axes of rotation may perform differently depending on the force required to rotate the blade cartridge unit. Accordingly, it is important to demonstrate differences in shaving performance of shaving razors that have cartridges that rotate about one or more axes.

Referring to FIG. 3, one possible embodiment of the present disclosure is shown illustrating a perspective view of a shaving demonstration apparatus **100**. FIG. 3 illustrates the shaving razor **10** and the shaving razor **40** mounted to the shaving demonstration apparatus **100**. However, it is understood that any other shaving razor may also be used. Contact between the blade cartridge units **14** and **44** and the rotatable support surface **110** represents contact between the blade cartridge units **14** and **44** and a consumer's skin during a shaving stroke. Improved contact between the razor and the surface of the skin may result in more efficient shaving of hair during a shaving stroke. Improper contact with the skin may result in increased missed hairs and/or an increase in nicks and cuts. The shaving demonstration apparatus **100** may illustrate potential skin contact differences between blade cartridge units. For example, the shaving demonstration apparatus **100** may illustrate to consumers potential shaving performance differences between shaving razors having blade cartridge units that do not rotate about an axis, blade cartridge units that rotate about only a single axis and blade cartridge units that rotate about multiple axes. It is understood that the shaving demonstration apparatus **100** may be used to compare multiple shaving razors, such as the shaving razors **10** and **40** or the shaving demonstration apparatus **100** may be used to demonstrate the performance of a single shaving razor.

The shaving demonstration apparatus **100** may include a rotatable support surface **110** and a fixture **120** for mounting at least one of the shaving razor handles **12** and **42** at a

predetermined position relative to the rotatable support surface **110**. The fixture **120** may comprise a linear slide **130** mounted directly or indirectly to a platform **140**. At least one of the handles **12** and **42** may be mounted and secured in at least one direction to the linear slide **130**. At least a portion of the blade cartridge units **14** and **44** may contact the rotating support surface **110**, either directly or indirectly. For example, material may be placed between the rotating support surface **110** and the blade cartridge units **14** and **44** to facilitate the movement of the blade cartridge units **14** and **44** against the rotating support surface **110**, such as felt or plastic (i.e., indirect contact). The felt, plastic or other material may be attached to the blade unit **14** and **44** and thus may be considered as part of the blade cartridge unit **14** and **44** that makes contact with the rotating support surface **110**. As will be explained in greater detail below, the linear slide **130** may allow the shaving razors **10** and **40** to move (e.g., slide) between a first and second position relative to the platform **140**. The rotatable support surface **110** may rotate about a center axis **C1** that is generally parallel to the blades **16** and **46** (not shown) and transverse to the razor handles **12** and **42**. In certain embodiments, the rotatable support surface **110** may comprise at least one drum **150** that is rotated by a drive unit **160**. Although a second drum **152** is shown, it is understood a single drum may be used to test multiple razors. The drums **150** and **152** may be spaced apart or joined together to form either a continuous surface or a discontinuous surface (as shown). The drive unit **160** may comprise an electrical driven motor or simply a handle **162**, as shown. It is understood the rotatable support surface may alternatively comprise a rotating belt (not shown).

In certain embodiments, shaving demonstration apparatus **10** may include a dispenser **164** (e.g., a tray) that deposits a tracking agent and/or lubricant to the rotatable support surface **110** (e.g., the drums **150** and **152**). Most shaving razors have an elastomeric guard (not shown) positioned in front of the blades to grip and stretch the skin for an improved shave. The guard may not glide smoothly along the rotatable support surface **110**. Accordingly, a lubricant may be applied to the rotatable support surface **110** before and/or during the demonstration. For example, the lubricant may include oil or a shaving preparation, such as a foam or a gel to reduce friction between the blade cartridge units **14** and **44** and the rotatable support surface **110**. The tracking agent/lubricant need not be a liquid, but may comprise a solid material, such as a powder that decreases friction between the blade cartridge units **14** and **44** and the rotatable support surface **110**. In certain embodiments, the lubricant may also be a tracking agent (e.g., an opaque gel, foam or liquid) that is removed during the demonstration. The tracking agent and/or lubricant may not only facilitate the shaving razors **10** and **40** gliding smoothly during the demonstration (i.e., rotation of the drums **150** and **152**), but may further demonstrate improved contact between the blade cartridge units **14** and **44** and the rotatable support surface **110**. For example, as the drums **150** and **152** rotate, the blade cartridge units **14** and **44** may remove the tracking agent and/or lubricant from the respective drum **150**, **152**. A blade cartridge unit that has better contact with the rotatable support surface **110** will remove more of the tracking agent and/or lubricant. Accordingly, during the demonstration the consumer can readily determine which razor provides better contact based on the amount of tracking agent and/or lubricant is removed.

Referring to FIG. 4, a perspective view of the drum **150** is shown. The drum **150** may define an aperture **154** that extends through the drum **150** along the center axis **C1**. The

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aperture 154 may be dimensioned to receive an axle (not shown) of the drive unit 160 of FIG. 3. The drum 150 may be machined or molded out of plastic or metallic material. A material having a low coefficient of friction may be desirable to facilitate the movement of the blade cartridge units 14 and 44 against the rotatable support surface 110 (e.g., the drum 150). As will be explained in greater detail below, the drum 150 and 152 may have a variable cross section along its center axis C1. A variable cross section may facilitate a blade cartridge unit (e.g., blade cartridge units 14 and 44) to rotate differently compared to a uniform cross section (e.g., a cylinder). The surface of a variable cross section drum also better represents the various contours around the face, chin, neck, knees, ankles, etc.

Referring to FIGS. 4 and 5, the drum 150 may have a first cross section taken along the line 5-5 of FIG. 4 that is transverse to the center axis C1 of the drum 150. As shown in FIG. 5, the first cross section may comprise a first ellipse 170. The first ellipse 170 may have a major axis 172 that is longer than a minor axis 174. The major axis 172 of the first ellipse 170 may have a first vertex 176 and a second vertex 178. The minor axis 174 may have a first vertex 180 and a second vertex 182. As will be explained in greater detail below, depending on the shaving razor and/or the blade cartridge unit used, the contact between a specific blade cartridge unit and the drum 150 may vary as the drum 150 rotates. For example, as the drum 150 rotates about the center axis C1 the blade cartridge unit 14 may contact the first vertex 176 of the major axis 172 and may maintain contact with the drum 150 as the blade cartridge unit 14 contacts the first vertex 178 of the minor axis 174, the second vertex 178 of the major axis 172, and the second vertex 180 of the minor axis.

Referring to FIGS. 4 and 6, the drum 150 may have a second cross section taken along the line 6-6 of FIG. 4 that is transverse to the center axis C1 of the drum 150. As shown in FIG. 6, the second cross section may comprise a second ellipse 190. The second ellipse 190 may have a major axis 192 that is longer than a minor axis 194. The major axis 192 of the second ellipse 190 may have a first vertex 196 and a second vertex 198. The minor axis 194 may have a first vertex 200 and a second vertex 202. As will be explained in greater detail below, depending on the shaving razor and/or the blade cartridge unit used, the contact between a specific blade cartridge unit and the drum 150 may vary as the drum 150 rotates. For example, as the drum 150 rotates about the center axis C1 the blade cartridge unit 14 may contact the first vertex 196 of the major axis 192 and may maintain contact with the drum 150 as the blade cartridge unit 14 contacts the first vertex 200 of the minor axis 194, the second vertex 198 of the major axis 192, and the second vertex 202 of the minor axis 194.

Referring to FIGS. 4 and 7, the drum 150 may have a third cross section taken along the line 7-7 of FIG. 4 that is transverse to the center axis C1 of the drum 150 and between the first and second cross sections. As shown in FIG. 7, the third cross section may be generally circular. For example, the third cross section may comprise a circle 210 having a diameter 212. In certain embodiments, the diameter 212 of the circle 210 may be less than the major axes 176 and 196 of the first and second ellipses 170 and 190.

Referring to FIG. 8, a side view of the drum 150 is shown. The first ellipse 170 and the second ellipse 190 may be spaced apart to provide a contoured surface 180 therebetween. In certain embodiments, the first ellipse 170 and the second ellipse 190 may be offset. For example, the first ellipse 170 may be rotationally offset from the second ellipse

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190 by about 60 degrees, 70 degrees or 80 degrees to about 90 degrees, 100 degrees, or 110 degrees.

Referring to FIG. 9A, a schematic view of the shaving demonstration apparatus 100 in FIG. 3 is shown illustrating a first position of the first shaving razor 10. The first shaving razor 10 may also have a second position, as illustrated in the schematic view of FIG. 9B. The handle 12 of the first shaving razor 10 may be mounted to the fixture 120, as shown in FIG. 3. The handle 12 may be secured to the linear slide 130. In the first position, the shaving blade unit 14 may contact the first vertex (176 or 196) of the major axis (172 or 192) of the first or second ellipse (170 or 190). Accordingly, the handle 12 may slide relative to the center axis C1 to facilitate contact of the shaving blade unit 14 with the drum 150 (e.g., contoured surface 180) as the drum rotates. In the first position, the blade unit 14 may be spaced apart from the center axis C1 by a first distance D1. The distance D1 may be the same as the distance between the center axis C1 and the vertices 178, 198, 176, 196 of the major axes 172, 192 of the respective first and/or second ellipses 170, 190.

As the shaving razor 10 (e.g., handle 12) slides from the first position to the second position and the blade cartridge unit 14 moves closer to the center axis C1 of the drum 150 (i.e., the blade cartridge unit 150 is closer to the center axis C1 in the second position). In the second position, the blade unit 14 may be spaced apart from the center axis C1 by a second distance D2 that is less than the distance D1. Accordingly, if the handle 12 (or shaving razor 10) did not slide, the blade cartridge unit 14 may not be able to contact the drum 150 (e.g., contoured surface 180) as the drum rotated.

As the rotatable support surface 110 (e.g., drum 150) rotates, the blade cartridge unit 14 of the shaving razor 10 is able to maintain better contact with the rotatable support surface 110 because the blade cartridge unit 14 rotates about more than one axis of rotation. However, the blade cartridge unit 44 of the second razor 40 would only be able to maintain consistent contact with the rotatable support surface 110 if the cross section of rotatable support surface 110 was only circular. Accordingly, the first and second ellipses 170 and 190 that form various cross sections of the drum 150 and the contoured surface 180 between the first and second ellipses 170 and 190 causes the blade cartridge unit 44 of the second razor 40 to engage and disengage the rotatable support surface 110 during rotation of the rotatable support surface 110. It is understood that the blade cartridge unit 44 may not completely disengage the rotatable support surface 110 during rotation of the drum (e.g., a portion of the blade cartridge unit 44 may contact the drum 150 and a portion of the blade cartridge unit may not contact the drum 150). However, the consumer will notice this difference and understand that the blade cartridge unit may not follow the contours of their face and/or body during a shaving stroke as well as a blade cartridge unit that maintains better contact with the drum 150 (e.g., the blade cartridge unit 14 may maintain flush contact with the drum 150 throughout a complete revolution of the drum 150.)

Referring to FIG. 10, a schematic representation of one possible embodiment of a method for demonstrating shaving razor performance to a consumer is illustrated. The shaving demonstration method may comprise a step of providing a rotatable support surface, such as the rotatable support surface 110 and/or drum 150 as previously described. A handle of a shaving razor, such as the shaving razors 10 and 40 as previously described, may be mounted to a fixture (e.g., the fixture 120 having the linear slide 130). A cartridge that is mounted to the handle may be brought into contact

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with the rotatable support surface. In certain embodiments, the cartridge may have a pre-load force against the rotatable surface **110**. For example, the cartridge may be pressed against the rotatable surface **110** with about 0.05, 0.10, or 0.25 to about 0.5, 1.0, or 2 pounds of force. It is understood that the cartridge need not be brought into direct contact with the rotatable support surface. For example, a piece of felt or other material may be positioned between the rotatable support surface and the cartridge (e.g., either on the cartridge or on the rotatable support surface) to improve the tracking of the cartridge during the demonstration. As previously mentioned, the rotatable support surface may include a rotating belt that contacts the cartridge. The rotatable support surface may be rotated either before the cartridge contacts the rotatable support surface or after the cartridge contact the rotatable support surface. As the rotatable support surface rotates about its center axis **C1**, the cartridge may rotate about the first axis relative to the handle. In certain embodiments, the rotation of the rotatable support surface about its center axis **C1** may cause the cartridge to rotate relative to the handle about two different axes. In certain embodiments, the fixture may comprise a platform and a linear slide that facilitates the handle and/or cartridge to move relative to the platform and/or the rotatable support surface (e.g., the drum **150**). A lubricant and/or a tracking agent may be applied at anytime to the rotatable support surface during the demonstration method. The demonstration method may include the tray of lubricant and/or tracking agent as previously described.

The shaving demonstration apparatus **100** may be used for other consumer goods other than wet shaving razors, such as dry shaving razors. For example, referring to FIG. **11**, a perspective view of the shaving demonstration apparatus **100** of FIG. **3** is illustrated with the wet shaving razor **10** of FIG. **1** and a dry shaving razor **225**. The shaving razor **10** and the dry shaving razor **225** may be mounted to the shaving demonstration apparatus **100**. Contact between the blade cartridge unit **14** (and/or a shaving head **227** of the dry shaving razor **225**) and the rotatable support surface **110** may represent contact between the blade cartridge unit **14** (and/or a shaving head **227** of the dry shaving razor **225**) and a consumer's skin during a shaving stroke, especially over contours such as the neck and chin. Improved contact between the razor and the surface of the skin may result in more efficient shaving of hair during a shaving stroke. Improper contact with the skin may result in increased missed hairs and/or an increase in nicks and cuts. The shaving demonstration apparatus **100** may illustrate potential skin contact differences between a wet shaving razor and a dry shaving razor (e.g., an electric foil type razor). For example, the shaving demonstration apparatus **100** may illustrate to consumers potential shaving performance differences between shaving razors having blade cartridge units (and/or electric shaving heads) that do not rotate about an axis, blade cartridge units (and/or electric shaving heads) that rotate about only a single axis and blade cartridge units (and/or electric shaving heads) that rotate about multiple axes. It is understood that the shaving demonstration apparatus **100** may be used to compare multiple shaving razors, such as the shaving razors **10** and **225**. The shaving demonstration apparatus **100** may also be used to demonstrate the performance of a single shaving razor at a time.

The mounting of the dry shaving razor **225** may be substantially the same as described above for the shaving razors **10** and **40**. For example, the dry shaving razor **225** may have a handle **230** mounted to the fixture **120** at a predetermined position relative to the rotatable support

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surface **110**. The shaving head **227** may contact the rotating support surface **110**, either directly or indirectly. For example, material may be placed between the rotating support surface **110** and the shaving head **227** to facilitate the movement of the blade cartridge unit **14** and shaving head **227** against the rotating support surface **110**.

It is also understood that all or a portion of the demonstration methods and apparatuses described above may be digitally created or animated (i.e., the demonstration methods and apparatuses do not have to be physical models).

The dimensions and values disclosed herein are not to be understood as being strictly limited to the exact numerical values recited. Instead, unless otherwise specified, each such dimension is intended to mean both the recited value and a functionally equivalent range surrounding that value. For example, a dimension disclosed as "40 mm" is intended to mean "about 40 mm."

Every document cited herein, including any cross referenced or related patent or application and any patent application or patent to which this application claims priority or benefit thereof, is hereby incorporated herein by reference in its entirety unless expressly excluded or otherwise limited. The citation of any document is not an admission that it is prior art with respect to any invention disclosed or claimed herein or that it alone, or in any combination with any other reference or references, teaches, suggests or discloses any such invention. Further, to the extent that any meaning or definition of a term in this document conflicts with any meaning or definition of the same term in a document incorporated by reference, the meaning or definition assigned to that term in this document shall govern.

While particular embodiments of the present invention have been illustrated and described, it would be obvious to those skilled in the art that various other changes and modifications can be made without departing from the spirit and scope of the invention. It is therefore intended to cover in the appended claims all such changes and modifications that are within the scope of this invention.

What is claimed is:

1. A shaving demonstration apparatus comprising:

- a rotatable support surface;
- a drive unit operatively connected to the rotatable support surface;
- a fixture spaced apart from the rotatable support surface;
- a first shaving razor having a first handle mounted to the fixture;
- a first blade cartridge unit mounted to an end of the first handle, wherein the first blade cartridge unit contacts the rotatable support surface, wherein the rotatable support surface is a drum having a first cross section of a first ellipse.

2. The shaving demonstration apparatus of claim 1 wherein a second cross section of the drum is a second ellipse that is offset from the first ellipse.

3. The shaving demonstration apparatus of claim 2 wherein the first and second ellipses are off set by about 90 degrees.

4. The shaving demonstration apparatus of claim 2 wherein the first ellipse and the second ellipse are spaced apart with a contoured surface therebetween.

5. The shaving demonstration apparatus of claim 1 wherein a third cross section of the drum taken between the first and second cross sections is generally circular.

6. The shaving demonstration apparatus of claim 1 wherein the handle moves between a first position and a second position relative to a center axis of the rotatable support surface.

7. The shaving demonstration apparatus of claim 6 wherein the blade cartridge unit is closer to the center axis of the rotatable support surface in a first position than the second position.

8. The shaving demonstration apparatus of claim 1 wherein the fixture comprises a platform and a linear slide mounted to the platform.

9. The shaving demonstration apparatus of claim 8 wherein the handle is fixed to the linear slide and the linear slide moves relative to the platform.

10. The shaving demonstration apparatus of claim 1 further comprising a dispenser that applies a lubricant to the rotatable support surface.

11. The shaving demonstration apparatus of claim 1 further comprising:

- a second rotatable support surface;
- a second shaving razor having a handle mounted to the fixture generally parallel to the first handle;
- a second blade cartridge unit mounted to an end of the second handle, wherein the second blade cartridge unit contacts the second rotating support surface.

12. The shaving demonstration apparatus of claim 11 wherein the first and second rotating support surfaces each comprise a drum having a first cross section that is an ellipse and a second cross section that is an ellipse offset from the first ellipse.

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